Oct 2010

News-Bulletin 100 1910-2010 YEARS

A Century of News

from News-Bulletin archives

Harry and Lee Auge Are New Dodge Dealers For The Belen Area

Announced this week was the authorization of a new car dealership in Belen. Harry Jr. and Lee Auge, brothers, are the new Dodge car and Dodge Truck dealers. Their place of business will remain the Auge Sales and Service at 600 River Road.

Actually, the Auges took over as dealers July 10. They are offering complete sales and service on all Dodge vehicles as well as other makes of automobiles.

Other than having the Dodge Agency, Auge Sales and Service has the franchise for Firestone tires and General Electric appliances.

July 27, 1951

Huning Mercantile — the legend lives on

The history books are full of stories of how the West was won.

Merchandise to the West moved in wagons from St. Louis via the Santa Fe Trail. The railroad advanced the state of things around the turn of the century. Huning Mercantile is part of that heritage.

The Huning brothers, Franz and Louis, left Germany in 1858 to come to the United States. Franz settled originally in Santa Fe. Louis settled in Los Lunas where a cousin, E.D. Franz, had established a mercantile store.

Louis bought the business in 1861 and opened it under the name of L & H Huning Store. Younger brother Henry came to America and become a partner of Louis. ...

They were eager to improve upon the already healthy business and began increased deliveries of supplies from St. Louis.

They also brought duty-free British-made cotton goods in New Mexico in exchange for processed hides.

Feb. 19, 1984

Cable Television Only Five Months Away in Belen

Don't look now, but cable television in Belen is only five months away.

That's the expectation of Bill Brooks, partner with Carroll Cunningham in Belen Cablevision Inc., barring any unforeseen difficulties.

"Equipment delay could have an adverse effect," Brooks said. He added that he didn't anticipate any such problems, however.

The first shipment of cable was received this week, as 5,000 pounds of wire arrived at a storage lot here. The arrival was unexpected, as it came two weeks ahead of time. Actual construction, the stringing of the cable, will commence the third week in August.

... With cable television, viewers will no longer be restricted to the offerings of five (currently) stations in Albuquerque — subscribers will then have their choice of 19 channels.

... Some of the channels will be on 24 hours a day.

July 24, 1980

Bag and Save Planned in LL

A new Bag and Save store, similar to the "warehouse" stores in Albuquerque that have proved to be so popular with grocery shoppers, will be built in Los Lunas at the southeast corner of Main and Los Lentes in the area known as Los Lunas Shopping Center East.

The $950,000 project, planned by Leo Haynes, will include a 43,000-square-foot building and parking space for more than 200 cars.

The building, which is expected to be completed by mid-February, will ... have some items the Duke City stores don't have. In additional to the large grocery stock, there will be a bakery, delicatessen, flower shop and a fresh meat counter.

Oct. 26, 1981

Wal-Mart selects Belen locale

For years, gossip and rumors have circulated throughout Valencia County that a national discount store chain was planning to locate here.

Those rumors proved to be correct, as Wal-Mart Discount Stores, based in Bensonville, Ark., has purchased property and is expected to announce plans to construct a new store just north of Belen, city officials said.

... The store is expected to open in mid-September and is to be built on 11 acres just south of the Casey Luna automobile dealership on N.M. 314.

March 1, 1989

New Bakery, Coffee Shop Planned Here

Preparation of a business building at 239 North Main for the establishment of a new modern bakery and coffee shop was begun this week.

The owner, Gillie Sanchez, said he hoped to have the equipment installed and production begun by May 1.

... The small coffee shop, featuring doughnuts and coffee, will occupy one half of the front. The other half will be the display and sales room of the bakery.

Mr. Sanchez was reared in Belen and for many years was employed at the Harrell bakery. For the past several years, he has been manager of a bakery at Hawthorne, Nevada.

He and his family, consisting of his wife and three children, reside at 205 South Sixth.

Feb. 20, 1947

Grand opening set Wed. for Wal-Mart

Come 9 a.m. Wednesday, a new day will dawn for economic development in Valencia County.

At that time, public officials, local chamber of commerce representatives and corporate executives will attend ribbon-cutting ceremonies to mark the grand opening of a new Wal-Mart Discount City store in Belen.

The store will employ a workforce of 155 individuals, called associates by the company, from the local area.

... The new 65,930-square-foot store has been designed as a one-stop family shopping center and includes a garden center, a pharmacy and a snack bar, along with 36 different merchandising departments.

Jan. 28, 1990

New Bottling Plant Opens

A new industry, Belen's first and only soft drinks manufacturer, this week announced the formal opening.

It is the Belen Bottling Co., 517 Becker, owned and operated jointly by Charles P. Mints and Henry Borrowdale. Their products will be known as the Hub City Beverages. The new home firm will specialize in drinks which have 100 percent pure cane sugar with high quality concentrates, the management announced.

"We are having some difficulty in obtaining enough bottles therefore are urging the public to co-operate in returning empties," said the owners. "Cash deposits can't replace the bottles themselves," one observed.

Wholesale products manufactured will include popular 5-cent retail drinks of cola, orange, root beer, cherry, strawberry, lime and cream soda flavors, and larger bottles of ginger ale, cola, sparkling water and "Tom Collins mix."

A home industry for Belen, the company also will distribute its products to Socorro, Mountainair, Magdelena, Los Lunas, Isleta and intermediary points. The owners, both former servicemen, were engaged in similar work in Chicago prior to entering the Army.

They moved here with their families last September in preparation for opening the industry.

Mr. Mints has had six years experience with beverage companies in Albuquerque and Chicago. He and his wife and their daughter, Susan, 2 1/2 years old, reside in the Chadwick apartments on West Chavez road.

Mr. Borrowdale, his wife and two children, Lawrence, 9, and James, 3 1/2, are home at 173 Santa Fe Courts.

Jan. 9, 1947

Belen city councilor, has 29 states.

REMEMBER WHEN ...

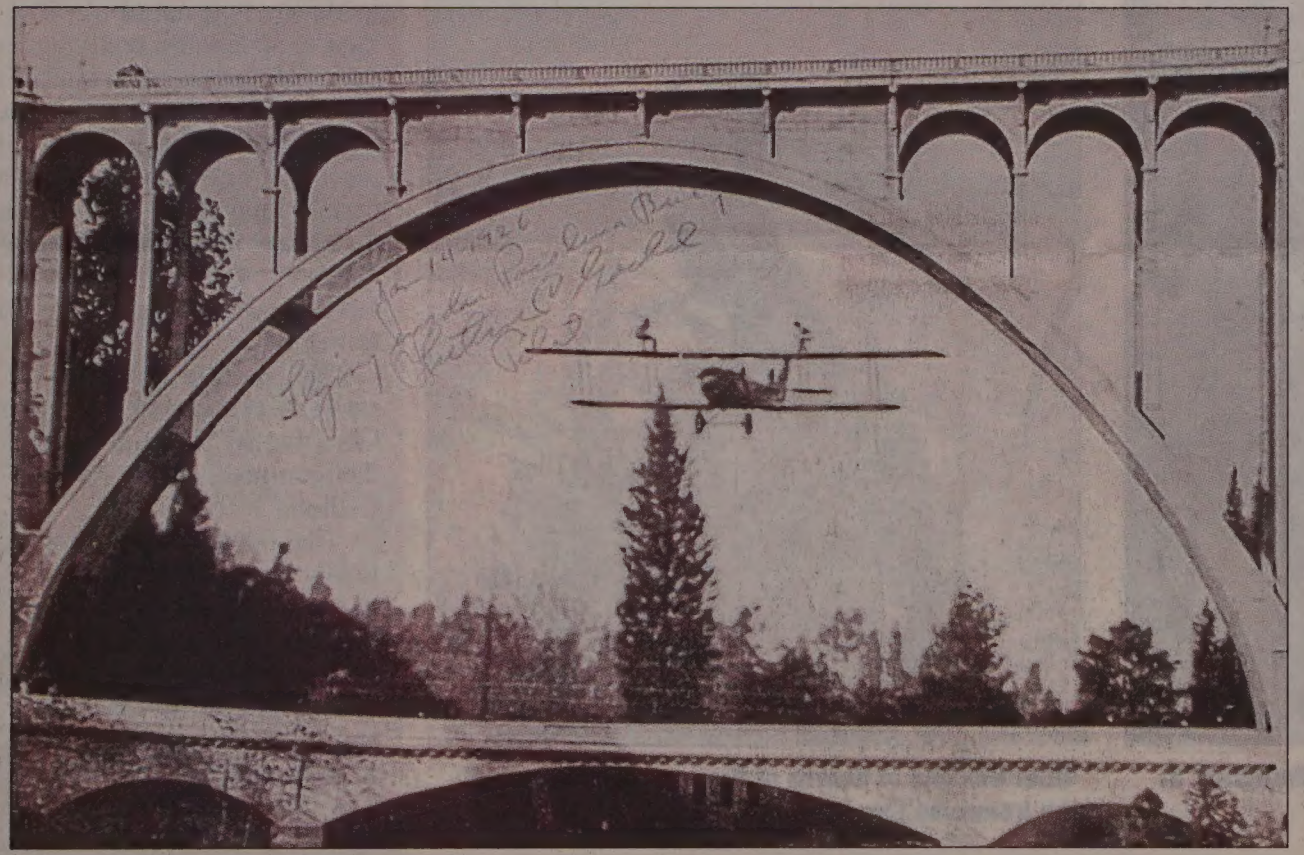

Photo courtesy of the Los Lunas Museum of Heritage and Arts

Aviation pioneer and Belen native Arthur Gobel, who in the 1925, won the Dole Race.

Days gone by

Courtesy of the Valencia County Historical Society

March 20, 1941

On Tuesday morning an assembly at Belen High School was presented by five students of the New Mexico State College. The program was a demonstration of radio broadcasting. First, they gave a broadcast and let us listen in, and then they pulled curtains and let us see how five students could play the parts of 15 or 20 people over the radio.

March 8, 1945

To the Hon. Board of Town of Belen: In regard to our Fire Siren. It was purchased solely for a fire alarm, and, in my opinion, should be used only for that purpose. I understand they have a certain number of whistles for certain things, but how many of us know them? It isn't very pleasant to hear the whistle and jump and run around your house to see if it's on fire — then to find it is a public gathering or celebration. Couldn't we afford some other kind of alarm for other occasions and not have to intrude on our old faithful siren for other than fire alarms?

March 4, 1952

Mrs. Baca's fifth grade at Peralta Elementary School, Teddy Montgomery reporting. Our room was happy to go to Isleta Pueblo last Monday afternoon. We were greeted by Mrs. Katherne Miller and her students. Guides from her room, dressed in the colorful Pueblo costumes, showed us through the school. Everyone was working happily. We especially liked the arts and crafts work. Then our guides took us to the beautiful church and Trading Post. Mrs. Baca treated us to refreshments at the Trading Post.

News-Bulletin

100 YEARS 1910-2010

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MAR. 25, 1974

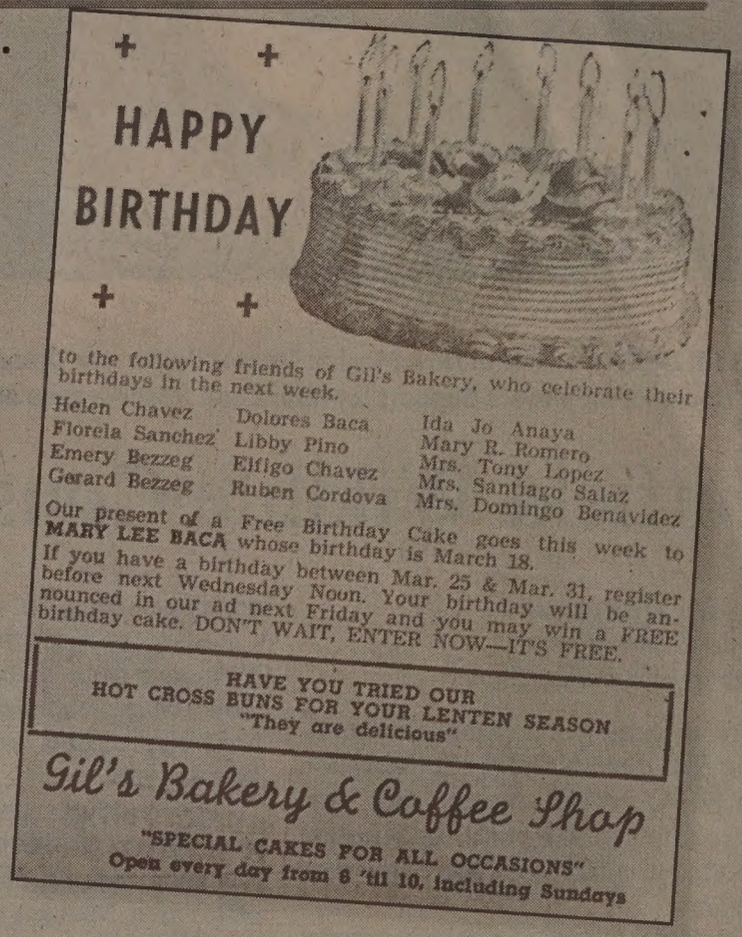
Chavez Meat Market.
At The Chavez Block.
TELEPHONE No. 73.
BELEN, N. M.
All kinds of MEAT and GROCERIES wholesale and retail
Prices Without Compitation. Satisfaction guaranteed.

MAR. 18,1922

MAR. 31, 1975

ONE THIMBLEFUL- A DAY'S FEED FOR ONE CHICK!
THINK OF IT! One tiny thimbleful . . . all the feed a chick can put in its little crop in one day. On this tiny bit it must live . . . grow . . . build bones . . . build muscles . . . start feathers. Think of the job feed has to do!
They must depend on feed for so many things! They get them all in Purina Chick Startena (mash) or Purina All-Mash Startena Chow . . . 12 different ingredients in every thimbleful. Cod-liver oil . . . dried buttermilk . . . alfalfa flour . . . granulated meat . . . these and eight others are there!
These 12 ingredients . . . think how carefully they must be mixed to make every thimbleful alike. Purina Startena and All-Mash Startena Chow are mixed over and over again . . . 960 times just to be thorough! You will find the same care taken with Baby Chick Chow (scratch) . . . to be fed with Startena until your chicks are six weeks old . . . and with Purina Growena (mash) and Purina Intermediate Hen Chow (scratch) . . . to be fed from then on until the pullets are laying at 16 weeks.
How little feed a chick eats . . . just one thimbleful a day . . . yet how important it is . . . how much depends on it . . . the chick's very life . . . its growth . . . what the pullets will do for you next fall and winter when eggs are sure to be worth good money. You can afford to feed only the best . . . Purina Poultry Chows.
PURINA STARTENA CHOW
PURINA GROWENA CHOW
JNO. W. CRAIG
Belen, N. M. Phone 82

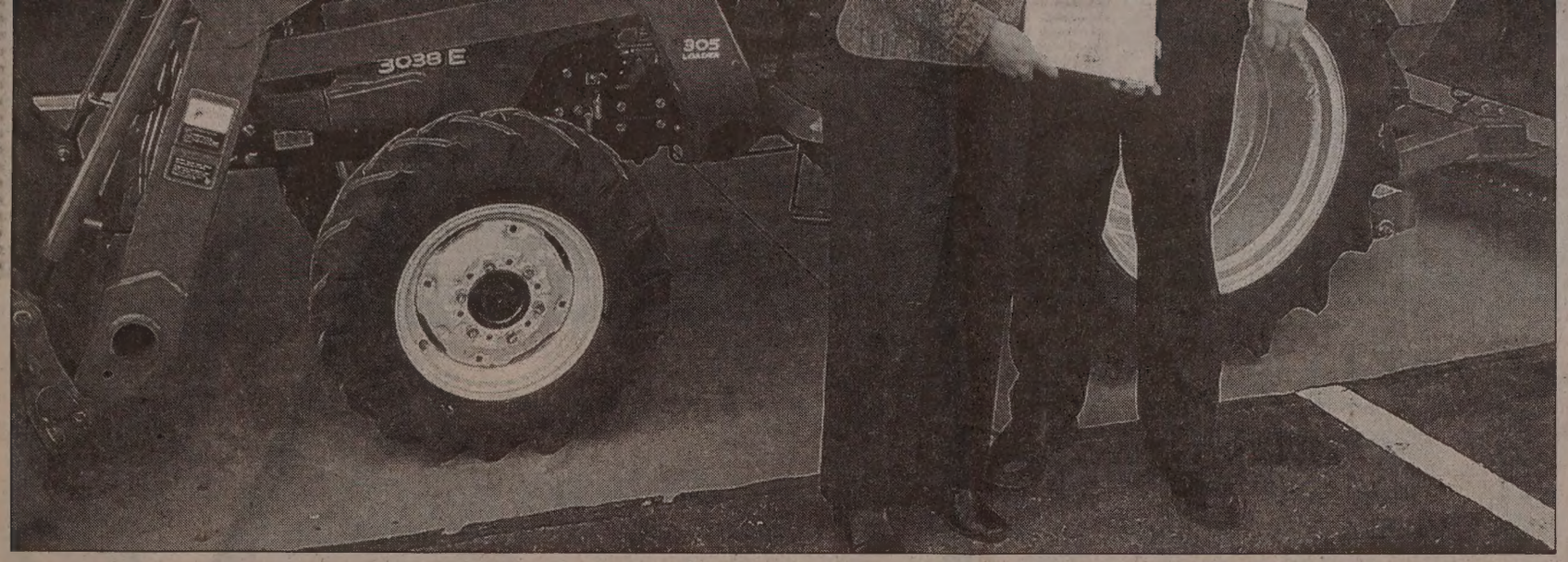
MAR. 20, 1930


HAPPY BIRTHDAY
to the following friends of Gil's Bakery, who celebrate their birthdays in the next week.
Helen Chavez
Florela Sanchez
Emery Bezzeg
Gerard Bezzeg
Dolores Baca
Libby Pino
Elfigo Chavez
Ruben Cordova
Ida Jo Anaya
Mary R. Romero
Mrs. Tony Lopez
Mrs. Santiago Salaz
Mrs. Domingo Benavidez
Our present of a Free Birthday Cake goes this week to MARY LEE BACA whose birthday is March 18.
If you have a birthday between Mar. 25 & Mar. 31, register before next Wednesday Noon. Your birthday will be announced in our ad next Friday and you may win a FREE birthday cake. DON'T WAIT, ENTER NOW—IT'S FREE.
HAVE YOU TRIED OUR HOT CROSS BUNS FOR YOUR LENTEN SEASON "They are delicious"
Gil's Bakery & Coffee Shop
"SPECIAL CAKES FOR ALL OCCASIONS"
Open every day from 8 'til 10, including Sundays

MAR. 16,1951

It's Garden Time!
We have everything you will need to make your garden, lawn and flower beds easy and pleasant work.
Blue Grass Lawn Seed, Lb. 1.35
Wheelbarrows 10.75
Shovels 3.49
Garden Hoes 2.98
Garden Rakes 2.35
Trimmers 2.75
Hose, 50 Ft. 2.59 up
All Types Garden Seed
Onion Sets, Lb. .20
Alfalfa Seed Per 100 36.00
Many Other Items Too Numerous to List
Ranchero Builders Supply Co.
501 N. MAIN
UN 4-4455

MAR. 13,1957



Submitted photo

MARILYN HILDRETH, owner of New Mexico Tractor Sales, was presented with a Statement of Support certificate by Charles Clark, Valencia County's Employers Support for Guard and Reserve area chair, for her continued support.

Whitfield Wildlife Conservation awarded grant

By Julia M. Dendinger
News-Bulletin Staff Writer
jdendinger@news-bulletin.com

The grand opening of the education building at the Whitfield Wildlife Conservation Area (WWCA) several month's ago was doubly sweet for the nonprofit organization that supports the educational arm of the conservation area.

Not only did the long-awaited educational facility receive a warm welcome from the public, but the Friends of Whitfield got word that it was the recipient of a $10,000 grant from the Albert I. Pierce Foundation in Albuquerque. Molly Madden, president of Friends of Whitfield, said they applied for the grant in mid-November.

Madden said she was told that its application was one of 30 received by the foundation, and one of four $10,000 awards given for 2010.

"We are so happy that they included us," Madden said.

The grant from the foundation will be used to buy furniture, supplies and equipment for the educational program at WWCA, Madden said.

"The building has been built, but there really isn't much in there," she said.

Madden noted that the current building at the conservation area was actually the educational building, but was having to pull triple duty.

"It's Ted (Hodaba's) office, the reception area for visitors and a classroom," she said. "One of the things we said we needed in the application was a room divider. I know it's not that exciting, but it's needed."

Other necessities the grant will pay for range from a digital camera, movable white board, cupboards and cabinets down to markers, paper and a three-hold punch, Madden said.

The building can be divided to create a classroom on the north end and a visitor reception area on the south, near Hodaba's office area, Madden said.

"We want to get a Power Point projector, markers, materials for our bird education program with the Audubon Society," she said. "Some of the funding will be used to train volunteers, and $1,000 will pay for buses to get classes out here. We know that is a big obstacle for school budgets."

The educational center will continue to serve its multi purpose until funding can be found to build the visitor's center for the project's second phase.

Not only is the foundation in Albuquerque getting behind the Friends of Whitfield, but so is the local community, Madden said. Joyce Johns donated $5,000 to the group to purchase a spotting scope and a set of 26 binoculars and field guides.

"That way, when we have a group of kids, everyone will have their own set of binoculars and guide," Madden said. "It's support like that that makes it possible to get grants like the $10,000 from the foundation that includes the things that aren't that exciting, like room dividers."

According to Madden, during a conversation with Dave Simmons with New Mexico State Parks, she expressed interest and regret in Whitfield's inability to participate in the parks department's outdoor classroom project.

"This is a program that is usually reserved for state parks only. But Dave said the guidelines were changing and there was a possibility Whitfield could become involved," she said. "This is a great program that is specifically to get kids on buses and take them to outdoor labs."

Madden said conversations with other organizations such as the Wild Turkey Federation, Friends of Quivira and the Audubon Society yielded information about other partnership opportunities.

"There has been such a sense of community with this whole project," she said. "It is wonderful to see."

For more information about the friends organization, send an e-mail to friendsofwhitfield@live.com, or call Madden at 864-4388. Donations can be mailed to the WWCA's post office box to the attention of Friends of Whitfield, P.O. Box 170, Belen, N.M., 87002.

The WWCA is located at 2424 N.M. 47, one mile north of River Road. The entrance is on the north end of the property, and the grounds are open from dawn to dusk, 365 days a year.

The educational center is open from 8 a.m. to 2 p.m. on Fridays and Saturdays. Prior arrangements have to be made for access to the educational building at other times.

For more information about the educational center or the conservation area itself, call 865-5807 or visit www.whitfield.org.

The New Mexico Committee of ESGR strongly supports the employers of the State of New Mexico with employees serving in the military.

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Look who's 40!
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Mom, Dad, Sisters, Brothers and Nieces

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Is Now Enrolling
K4 through 9th grade
Eph. 6:10-18
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BHHC-4-1-17

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